MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2215)

DDM 5117- DIGITAL MEDIA AND CULTURE

(All group/section)

23 FEBRUARY 2023
9.00 a.m. - 11.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages.
2. Answer **ALL** questions in **Section A** and answer any **ONE** of the **TWO** questions in **Section B.**
3. Write your answers for **Sections A** and **B** in the Answer Booklet.

SECTION A: SHORT ANSWER [30 MARKS]

Instructions: Answer **ALL** questions in this section. Write your answers in the Answer Booklet.

1. Briefly explain these:
   i. What is communication based on Harold Laswell (1948) basic communication process and provide five components of Laswell's model. (6 marks)

   ii. Explain two types of communication skills and two types of Interpersonal communication skills. (4 marks)

2. Explain five technical features of the following terms.

   i. World Wide Web (WWW) (5 marks)
   ii. Web hosting (5 marks)

3. Elaborate on these:
   i. What is character representation in films and specify six techniques to establish and develop characters. (5 marks)
   ii. What is *'Ethnocentrism'* and give two reasons on why studying multicultural communication is essential? (5 marks)

Continued...

SECTION B: ESSAY [10 MARKS]

Instructions: Answer only **ONE** of the questions given. Write an essay of 100-150 words.

1. What are five disadvantages of postmodern? Provide five examples to justify your answers. (10 marks)

2. What are five advantages of social media? Give five examples to support your answers. (10 marks)

End of paper